

### **XIII Developing Creative**

Surveys conducted during Phase I laid out a direction for the creative to follow when developing labels, point of purchase materials and handouts for the activities conducted during the period of the FSMIP study.

While the images selected were specific to Pennsylvania it is obvious from the study that any other area of the country would have its own images that would be specific to that region and easily adopted to promote products raised in that locale. Pennsylvania imagery most identified by the surveyed consumers were:

1. Historic
2. Amish
3. Farmland
4. Pocono's (mountains)

A photographer has visited some of the farms and captured images consistent with the ideas suggested by the survey results – with the exception of mountains which are not necessarily part of Pennsylvania's best farmland! A basic image was developed as a backdrop against which each product's individual graphic identity would be represented.

POP Signs – A photographic collage of farmland, a weathered barn, and storage bins became the signature Pennsylvania Preferred image in POP displays. Signage for sampling and information tables as well as product displays.

Labels – This same intelligence was incorporated into the development of the label for Country Time Farm.